tracking SHEET reach out to 30+ contacts asking them to help

LIBERTY CHRISTIAN SCHOOL FEED the NEED! TEXT LCS TO 71777

	PASTORS, COACHES, ETC	DATE OF INTIAL CONTACT	DATE OF FOLLOW-UP	DATE OF FOLLOW-UP	OUTCOME
1					
2					
3					
4					
1 2 3 4 5					
6					
	FAMILY AND FRIENDS				
7					
8					
9					
10					
11					
12					
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14					
15					
16					
17					
18					
19					
20					
21					
22					
20 21 22 23 24					
24					
	BUSINESSES				
25 26 27 28 29 30					
26					
27					
28					
29					
30					

texting **IPS**



ONE AT A TIME

Text friends and family ONE AT A TIME, ensure each message is personal and individual to them.



ENGAGE

your friends and family in conversation. Greet them, ask how they are or even inquire as to upcoming plans.



COPY and **PASTE**

After you engage your audience, you can "COPY and PASTE" your longer ask that includes your personal web page link.



CHILD'S NAME

If you're fundraising with your child, have all of your texts come from your CHILD'S NAME. (see example to the left).



FOLLOW UP twice

Send two FOLLOW UP texts to unresponsive recipients. The greatest donation response rate is on the follow up. Most people are willing and intend to give, but may forget. Good afternoon Mr. Jones! This is Alyssa McKay. Do you have a moment?

09:15

Mr. Jones

Sure! What's up?

I'm fundraising for my school and I was hoping that you would consider helping!

Probably. Tell me more.

My school, LIBERTY CHRISTIAN SCHOOL is hosting a special fundraiser called Feed the Need. We are excited as not only will we be able to raise much-needed funds for our school but we also get to help others in need! Our school community will live out the Great Commission and personally make a difference as they pack, seal, and distribute over 10,000 meals to families in need in our local community. My parents have already sponsored me for \$100 and now I am asking others to help in the same way! Every donation makes a BIG difference! Giving is easy, all you have to do is click the link below! Thank you! (Insert your personal URL ADDRESS)

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Dear

LIBERTY is hosting the Feed the Need Packing Party! Our family is excited about this event, not only because it is a tool to provide much needed funds for LCS, but also because we will be packing, sealing and boxing over 10,000 meals for families in need in our local community!

As you can see this is a very special event and not just another fundraiser! My family has already made a generous contribution. Would you join us by sponsoring me? Your financial sponsorship will truly make a difference for LIBERTY AND for children overseas!

To sponsor me, you may make a donation by texting my PERSONAL KEYWORD to 71777 or by simply filling out the donation card below, enclosing your check and mailing it back to the address below. Your contribution is tax deductible.

Thank you for your consideration and generosity. Any amount will be greatly appreciated. If I don't hear from you within the next week, I will call to answer any questions that you may have.

With sincere thanks,

PLEASE COMPLETE INFORMATION IN THIS SECTION AND MAIL WITH DONATION TO:

LIBERTY CHRISTIAN SCHOOL • 2200 Williams Blvd, Richland, WA 99354

DONATION:

yes. I agree to sponsor	I need your help! We can impact lives together!
(Participant's Name)	we can impact ives together.
	AMOUNT OF DONATION
Title (Mr./Mrs./Etc.) First Last	
	🗌 Other
Street Address	
	¢
City State Zip	Ψ
	□ \$500
Area Code Phone Number	L \$500
Email Address	□ \$250
Please make checks payable to: LIBERTY CHRISTIAN SCHOOL	□ \$100

Please check this box if you do NOT want to be added to our mailing list.

corporate connection card

Name of Corporation:
Name of Personal Connection:

Phone Number: _____

Email: _____

Select One:

[] Please reach out on my behalf

[] I will personally connect with this individual/corporation

Name of Corporation:
Name of Personal Connection:
Phone Number:
Email:

Select One:

[] Please reach out on my behalf

[] I will personally connect with this individual/corporation

YOUR CONTACT INFORMATION

Name (print):
Student Name(s):
Cell Phone:
Email:

example CORPORATE SCRIPTS

OVERVIEW

"LIBERTY is doing a unique fundraiser this year in hopes of raising \$100,000 to go towards important needs across and within campus. The event itself is called Feed the Need. This is a service based fundraiser where instead of hosting a golf tournament or gala, we will gather our students together on March 26th to pack 10,000 meals. These meals will then be shipped to Haiti to be distributed to orphanages and schools."

VALUE/PARTNERSHIP TO COMPANY

"We have structured our corporate packet this year to bring a mutual partnership between our school and (company name). Our desire is to make our families into supporters of (company name) by creating unique marketing opportunities to solicit your (product or service). Some of these opportunities include....(share/reference benefits packet)"

CUSTOMIZING BENEFITS

"We know that the benefits listed in this packet have not been customized specifically for your organization, so if you have ideas of how we can better market (company name), we'd love to discuss how we can add those benefits to promote your company best to our families and community."

WHAT PERCENTAGE GOES TO THE SCHOOL?

"Most fundraiser expenses range from 30-60%. The higher percentage is product sales and lower are less involved crowd-funding opportunities. I love that I get to share that we are working with a company that ranges from 35-20% depending on total funds raised. This includes all of our food, materials and shipping to Haiti."

